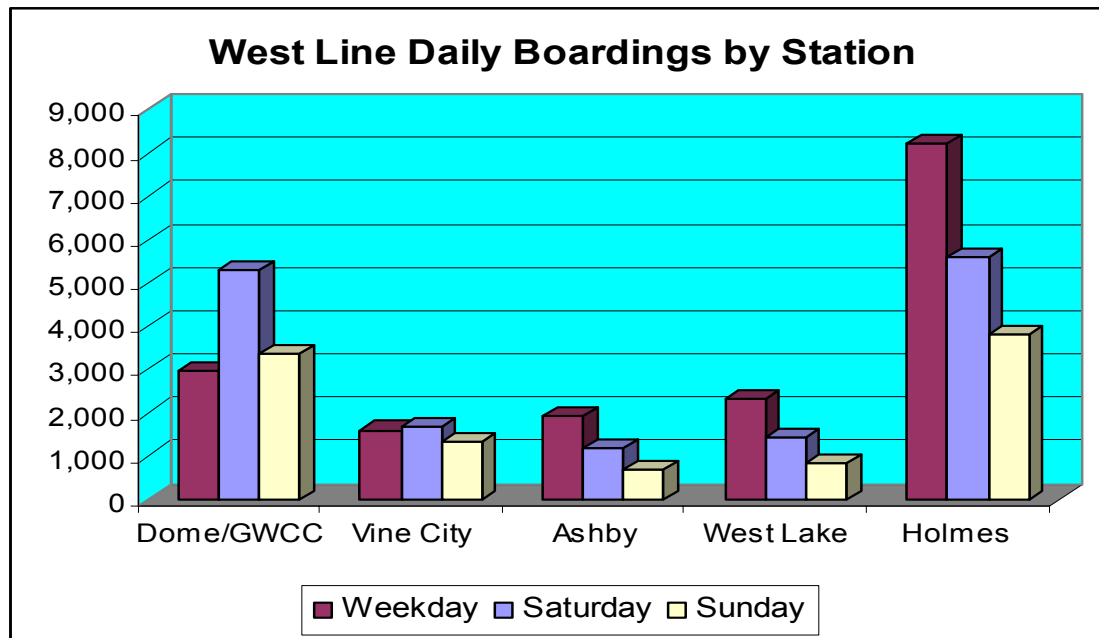




Figure 5-13: MARTA West Line Daily Boardings



Source: MARTA Office of Transit Systems Planning (October 14, 2004).

Bus System

MARTA

MARTA operates the following 22 bus routes in the MLK corridor:

- 3 Auburn Ave. / M.L. King Jr. Dr.
- 13 Fair St. / North Ave.
- 51 Simpson / Atlanta Univ.
- 52 Knight Park / Kennedy Center
- 53 Grove Park
- 56 Adamsville
- 57 Collier Heights
- 58 Bolton
- 59 Maynard Court
- 60 Hightower / Moores Mill
- 61 Bowen Homes
- 64 Beecher
- 66 Lynhurst / Greenbriar
- 67 Westview
- 68 Donnelly
- 69 Dixie Hills
- 73 Fulton Industrial
- 160 Boulder Park
- 165 Southwest Community Hospital
- 170 Brownlee / Ben Hill
- 201 Six Flags Over Georgia
- 273 Fulton Industrial Express

All 22 MARTA routes operate on weekdays. Service frequencies vary between 12 and 48 minutes during weekday peak periods, with less frequent service on most routes during the midday and evening periods. These routes require 73 peak buses, 929 daily revenue bus-hours, and 10,350 daily revenue bus-miles. The average operating speed is 11 mph. MARTA carries about 30,700 daily passenger boardings on these routes. The average service productivity is 33 passenger boardings per revenue hour. Twenty of the 22 MARTA routes operate on Saturdays. Service

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report



frequencies vary between 20 to 75 minutes on Saturdays. These routes are operated with 35 peak buses. Average ridership is about 16,600 per Saturday. Eighteen of the 22 MARTA routes operate on Sundays. Service frequencies vary between 30 to 75 minutes on Sundays and holidays. These routes are operated with 24 peak buses. Average ridership is about 10,400 per Sunday.

Cobb Community Transit

CCT operates two routes in the MLK corridor: #30 from Marietta to MARTA's Holmes Station and #70 from Cumberland Transfer Center to MARTA's Holmes Station. Both routes operate on weekdays and Saturdays. Route #30 service frequencies are 30 minutes on weekdays and 60 minutes on Saturdays. Route #70 service frequencies are 60 minutes on weekdays and Saturdays. CCT carries about 34,600 monthly passengers on #30 and about 4,400 monthly passengers on #70.

ARC Bicycle Sufficiency Ratings

The ARC considers MLK Jr. Drive Corridor as having medium conditions for bicycling with the exception of a tiny section west of the Ashby MARTA Station, based on the Bicycle Sufficiency Ratings prepared in 2003. The region-wide bicycle suitability-mapping project identified the preferred travel routes for bicyclists between major origin and destination points throughout the Atlanta region. Figure 5-14 maps ARC routes classified by one of three categories: 1) Difficult Conditions, 2) Medium Conditions and 3) Best Conditions. MLK Jr. Drive is shown on the map.

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report





Demographics and Economic Profile

Population and Household Growth

In 2000, the population of the study area was 64,763. According to the Atlanta Regional Commission, the population for the year 2030 is projected to be 81,116, an increase of 13.8%. In the year 2000 the population in City of Atlanta was 421,453, while the projection for 2030 is 584,587, an increase of 27.9%. The population in the City of Atlanta will increase twice as much as the study area, further suggesting that the study area lacks the necessary environment to attract the people to live and work in the community and support retail and services.

The total number of households in the study area for 2000 was 22,933 and estimated to grow to 32,568 or 17.9% by 2030. The total number for the City of Atlanta was 170,392 in 2000 and estimated to increase to 256,733 by 2030 or by 33.6%. While these projections show that the number of households in study area will experience growth, the overall household growth in the City of Atlanta will outpace that of the corridor. And as such, it is apparent that residential, retail, economic and cultural attractions in other areas of Metro Atlanta make for a more attractive area for relocation than the nodal offerings located along the MLK corridor. Therefore, the need to devise policies that direct growth to the study area further developing the corridor to attract residents at the pace of other areas of metro Atlanta is a key component to enhancing the residential base of the study area. The following exhibits show a comparison of the population and household percentage trends between the City of Atlanta (Figure 5-15) and the Martin Luther King Jr. Drive Corridor Study Area (Figure 5-16).

Figure 5-15: Population and Household Trends - City

Number in Household	City of Atlanta							
	2000	2010	2020	2030	Percent Change	Percent Change	Percent Change	Percent Change
					2000-2010	2010-2020	2020-2030	2000-2030
1	53,261	57,552	61,897	63,183	7.46%	7.02%	2.04%	15.70%
2	32,022	35,440	39,245	42,374	9.64%	9.70%	7.38%	24.43%
3	22,026	24,742	28,669	33,428	10.98%	13.70%	14.24%	34.11%
4	24,131	27,877	34,384	42,286	13.44%	18.92%	18.69%	42.93%
5	13,110	16,199	20,424	25,666	19.07%	20.69%	20.42%	48.92%
6	25,842	29,211	38,591	49,796	11.53%	24.31%	22.50%	48.10%
Total	170,392	191,021	223,210	256,733	10.80%	14.42%	13.06%	33.63%
Total HH Pop	392,278	423,089	476,118	539,644	7.28%	11.14%	11.77%	27.31%
Group Quarters	29,175	32,243	37,674	44,943	9.52%	14.42%	16.17%	35.08%
Total Population	421,453	455,332	513,792	584,587	7.44%	11.38%	12.11%	27.91%

Data Source: Atlanta Regional Commission



Figure 5-16: Population and Household Trends – Study Area

Number in Household	MLK Study Area				Percent Change	Percent Change	Percent Change	Percent Change
	2000	2010	2020	2030	2000-2010	2010-2020	2020-2030	2000-2030
1	9,356	10,123	11,549	11,973	7.58%	12.35%	3.54%	18.99%
2	5,505	5,834	6,465	7,179	5.64%	9.76%	9.95%	14.85%
3	3,268	3,369	3,873	4,748	3.00%	13.01%	18.43%	15.62%
4	2,554	2,678	3,257	4,493	4.63%	17.78%	27.51%	21.58%
5	1,245	1,343	1,571	2,237	7.30%	14.51%	29.77%	20.75%
6	1,005	1,049	1,241	1,938	4.19%	15.47%	35.96%	19.02%
Total	22,933	24,396	27,956	32,568	6.00%	12.73%	14.16%	17.97%
Total HH Pop	59,308	61,410	67,949	77,873	3.42%	9.62%	12.74%	12.72%
Group Quarters	5,455	6,198	7,258	8,400	11.99%	14.60%	13.60%	24.84%
Total Population	64,763	67,608	75,207	86,273	4.21%	10.10%	12.83%	13.89%

Data Source: Atlanta Regional Commission

According to the Claritas database, the average household size in the Atlanta MSA has slowly increased since 1990 at 2.64 and is projected to move slightly upward to 2.71 by 2009. However, the City of Atlanta's average household size has decreased since 1990 from 2.40 to 2.3 in 2000 and is projected to remain the same for 2004 and 2009. The average household size of the study area is more similar to the Atlanta MSA than the City of Atlanta. In 1990, the study area's average household size was 2.74 and 2.60 in 2000, while it is estimated that the size will edge up to 2.61 in 2004 and 2.62 in 2009. The overall percentage increases in the number of households reveal that the study area shows an increasing change at a decreasing rate and falls below the Atlanta MSA and City of Atlanta.

Age Distribution

The median age is the age that divides a population into two equal groups -- half the people are younger than this age and half are older. The average age of residents for 2000 was 33.58 for the Atlanta MSA, 34.68 for the City of Atlanta and 34.67 for the study area while the median age was 32.85, 32.3, and 31.28 for those areas respectively. The estimated 2004 median and average ages continue to increase slightly and are projected further increase by 2009, yet very marginally. These statistics show that the study area has a lower median and average age in comparison to the Atlanta MSA and slightly below the City of Atlanta. The differences between the median and average ages are greatest in the study area as compared to the Atlanta MSA and larger still than those of the City of Atlanta. This difference implies that there is a greater amount of an older population than younger distribution among the Atlanta MSA, City of Atlanta, and the study area for the years 2000, 2004 estimated, and 2009 projected.

Marginal differences exist among most of the age ranges, however the exhibits reveal that the biggest difference exists in 2000 for the study area in the age ranges between 18 and 44 and again between 65 and 74. The study area shows a higher percentage of population in the age range of 18 – 20 with 7.7% compared to the Atlanta MSA at 4% and the City of Atlanta at 5.8%. In addition the study area shows a significantly lower percentage of population in the age range of 25-34 with 13.4% and age range 35-44 with 13.3% compared to the Atlanta MSA with 17.6% in age range 25-



24 and 17.8% and the City of Atlanta with 19.7% in age range 25-34 and 15.5% in age range 25-44. Further, the study area shows 6.7% of the population in the age range 65-74 compared to the Atlanta MSA with 4.3% and the City of Atlanta with 5%. This is important due to the fact that individuals between the ages of 25-65 tend to have a higher disposable income as compared to individuals fewer than 25 and over 65. It also has implications on the types of businesses likely to find the area attractive. On the other hand, the absence of shopping and entertainment opportunities could be a significant factor in the shortage of key consumer groups.

Household Income Distribution

The household income distribution comparisons between the Atlanta MSA, the City of Atlanta and the study area are the largest disparity than any other demographic variable. The study area shows that in the year 2000, 31.2% of households had an annual income less than \$15,000, compared to 24.3% in the City of Atlanta and 10.5% in the Atlanta MSA. These income disparities exist over all the annual income ranges, and are indicated further by the average and median household incomes and per capita income. In the Atlanta MSA, the average household income for 2000 was \$67,537, the median household income was \$52,830 and the per capita income was \$25,033. The City of Atlanta it was \$61,971, \$34,824, and \$25,781 respectively. The figures for the study area are significantly lower at \$35,404, \$24,514, and \$13,501. The average household income and per capita income for the Atlanta MSA and City of Atlanta is nearly twice as much as those of the study area, while the median household income difference between the Atlanta MSA and the study area is more than double.

The 2004 estimates for annual household incomes continue the same patterns with a marginal difference from the 2000 figures. The estimates for annual household income of less than \$15,000 show a slight decrease estimated for 2004, though the differences in the average and median household income figures and the per capita income continue to show great differences between the study area and the City of Atlanta and the Atlanta MSA. For the Atlanta MSA, the average annual household income is estimated to grow to \$76,078 while the median household income grows a bit slower at \$58,250, and per capita income increases to \$27,938. This means that the average annual household income for the Atlanta MSA is estimated to have grown to \$76,078, an increase of \$8,543 or just over 11.2%. The median income change is estimated to have grown to \$58,250 by \$5,420 or 9.3% and the per capita to \$27,938 or 10.4%.

For the City of Atlanta, the average annual household income estimated for 2004 is \$70,435 while the median household income reaches \$39,550 and the per capita income increases to \$28,957. This means that the average annual household income for the City of Atlanta is estimated to have grown to \$70,435 by \$8,464 or 12%, the median income grown to \$39,550 by \$4,729 or 11.9%, and the per capita income to \$28,957 or by \$3,176 or 10.9%. For the study area, the average annual household income estimated for 2004 is \$37,284 while the median household income is \$26,767 and the per capita income is just \$13,872. The average annual household income for the study area grew by \$1,880 or 5%, while the median annual household income grew by \$2,253 or 8.5%.

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report



The 2009 projections for annual household incomes continue in the same pattern from the 2004 figures. The estimates for annual household income of less than \$15,000 further decrease for the study area, though the differences in the average and median household income figures and the per capita income continue to show great differences between the study area and the City of Atlanta and the Atlanta MSA. For the Atlanta MSA, the average annual household income is projected to grow to \$86,049 while the median household income grows a bit slower at \$64,894, and per capita income increases to \$31,367. This means that the average annual household income for the Atlanta MSA is estimated to have grown to \$86,049, an increase of \$9,971 or 11.6%. The median income change is estimated to have grown to \$64,894 by \$12,064 or 18.6% and the per capita to \$31,367 by \$3,329 or 10.6%.

For the City of Atlanta, the average annual household income projected for 2009 is \$81,334 while the median household income reaches \$45,805 and the per capita income increases to \$33,195. This means that the average annual household income for the City of Atlanta is estimated to have grown by \$10,899 or 13.4% and the per capita by \$4,238 or 12.8%. The 2009 projections for the study area show that the average annual household income reaches \$41,835 while the median household income is \$29,909 and the per capita income \$15,429. This means that the average annual household income is projected to grow by \$4,551 or 10.9%, the median income by \$3,142 or 10.5% and the per capita income by \$1,928 or 12.5%.



Land Use

Land Use Survey

The study team conducted a windshield survey of the existing land use conditions and facilities along the corridor. The land uses outlined show what is happening on the ground. The team also analyzed aerial photos. Figure 5-18 maps the land use survey results for the entire corridor. *Appendix 1 (Section B)* includes maps showing the land use survey results for each segment.

Future Land Use Map

The City of Atlanta's Comprehensive Development Plan 2015 includes Future Land Use maps that guide the city's development decisions. The maps organize land uses into the categories listed in the Figure 5-17. The map on the following pages shows the adopted future land use map for the entire corridor. The appendix includes maps showing the adopted future land use for each segment.

Figure 5-17: Land Use Categories (for Future Land Use Map)

Use	Definition
Mixed Use	All land used for a combination or mixture of uses (residential, commercial, office, etc.)
Residential (High Density, Medium Density, Low Density and Single Family)	A land used for dwelling units, either single-family or multi-family
Commercial (High Density and Low Density)	Property where business and trade are conducted, includes retail stores, shopping centers, and office buildings.
Industrial	Property used for warehousing, distribution, trucking and manufacturing.
Office/Institutional	Areas used for local government's community facilities, general government, and institutional land uses. Examples include schools, city halls, county courthouses, landfills, health facilities, churches, libraries and police and fire stations.
Open Space	Areas developed or proposed to be developed for park or recreation use or are designated as open space.

Martin Luther King, Jr. Drive Corridor Transportation Study

Final Report



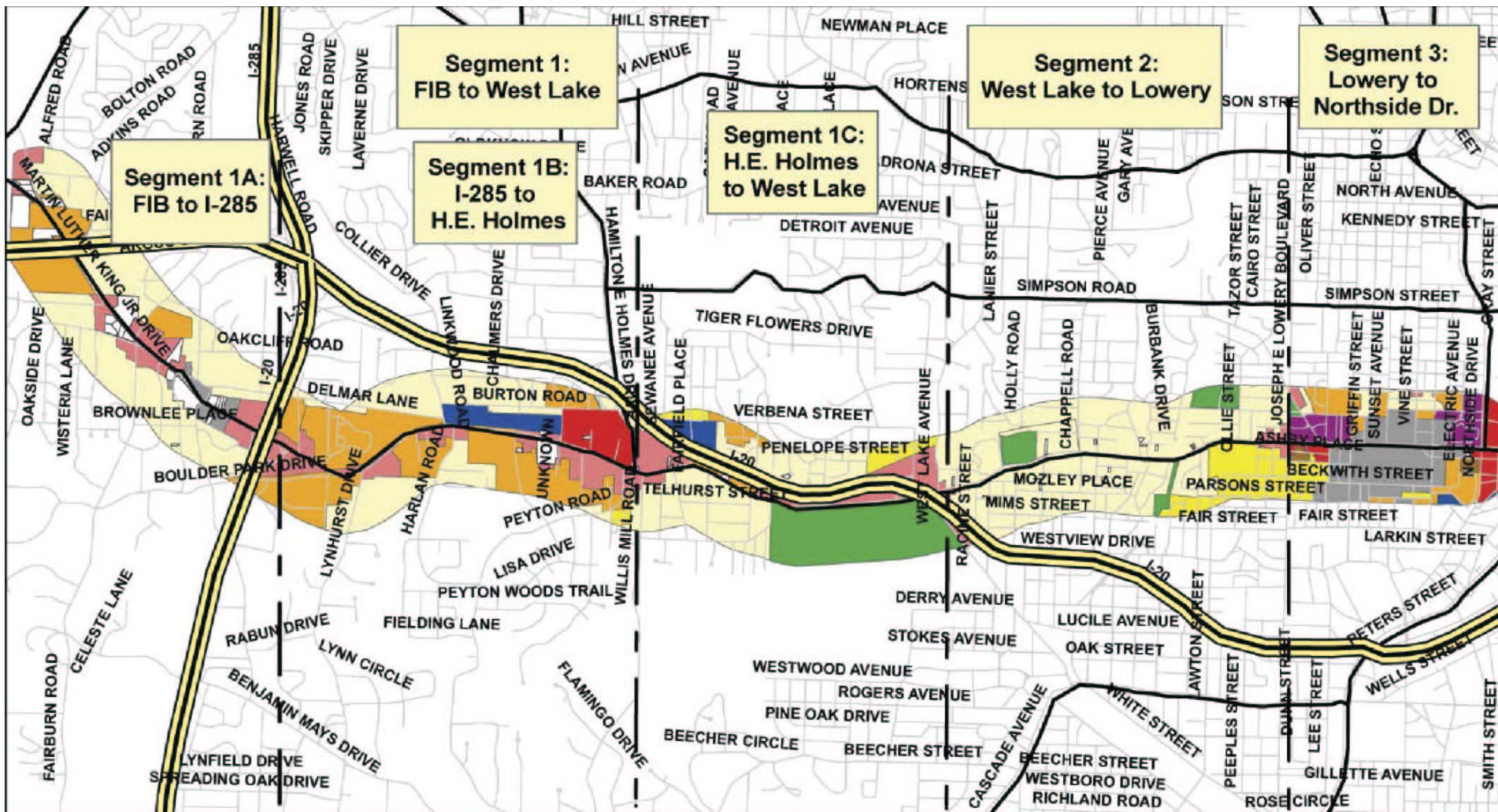


Figure 5-18: Existing Land Use (Windshield Survey)



0 1 Miles